

Thank you for your presence in Rapid City, SD on May 26, 2004. As a person who has spent most of my working life in and around the arts in Rapid City, local control or at least influence of the local media is essential to success in the arts. A PSA or sponsored commercial campaign from a local radio station or television station can make all the difference in the success of a local arts event. Radio play of local music product can make an artist's career and boost attendance at an event. Arts support by local media is good economic development. Media support creates successful events, thus creating income for the artist and the venue. By supporting the local artist, a radio or TV station develops more support from the local community, thereby, enhancing the value of saleable radio time.

In my opinion, some people in the Rapid City broadcast community do a great job supporting local issues. The TV people are Jack Caudill, KEVN, Helene Duhamel, KOTA, and Bobby Marchesso at KNBN. Local radio stations KSQY and Hot93.1 are doing a good job including local artists in their play lists. The Rapid City community enjoys a good level of support from our local media. I would love to see more, but I am satisfied with the current level of support.

The current trend of large corporations taking over small and developing broadcast companies is not a good thing. Please do not allow further deregulation. Protect the citizen's access to our public airwaves!